

IN THE CLAIMS

Please amend the claims as follows:

168. (CURRENTLY AMENDED) A system for displaying programming to a user, the system comprising:

5 printed stationarystationery having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition
10 of said feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming
15 material.

169. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by
20 said feature recognition unit.

170. (PREVIOUSLY PRESENTED) A system as defined in claim 169 wherein said data link comprises an image data link.

171. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a video data link.

172. (PREVIOUSLY PRESENTED) A system as defined in claim
5 169 wherein said data link comprises a programming data
link.

173. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a sound data link.

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174. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an online data link.

175. (PREVIOUSLY PRESENTED) A system as defined in claim
15 169 wherein said data link comprises a online shopping data
link.

176. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a pictorial data
20 link.

177. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an electronic data
link.

178. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an electronic media
link.

5 179. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an "information
superhighway" data link.

180. (PREVIOUSLY PRESENTED) A system as defined in claim
10 179 wherein said "information superhighway" data link
comprises the internet.

181. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
15 comprises the world wide web.

182. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a computer network.

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183. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises an integrated services digital network ("ISDN").

184. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a telephone line.

5 185. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a cable access television line ("CATV").

186. (PREVIOUSLY PRESENTED) A system as defined in claim
10 179 wherein said "information superhighway" data link
comprises a local area network.

187. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
15 comprises a wide area network.

188. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a data communications network.

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189. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises an Internet Product Service Directory.

190. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a globally based digital communications network.

5 191. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a wireless network link.

192. (PREVIOUSLY PRESENTED) A system as defined in claim
10 179 wherein said "information superhighway" data link
comprises a Wireless Application Protocol internet.

193. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
15 comprises an ethernet network.

194. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a radio frequency ("RF") cellular network.

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195. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a bar code.

196. (PREVIOUSLY PRESENTED) A system as defined in claim
195 wherein said bar code comprises a Universal Product
Code.

5 197. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible bar code.

198. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a magnetic code.

199. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a printed character.

200. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a symbol.

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201. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a pictorial icon.

202. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible indicia.

5 203. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a two-dimensional figure.

204. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises an icon.

205. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises an invisible icon.

206. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a watermark.

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207. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible watermark.

208. (PREVIOUSLY PRESENTED) A system as defined in claim
207 wherein said invisible watermark comprises a digital
watermark.

5 209. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a series of alphanumeric characters.

210. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a binary code.

211. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a digital watermark.

212. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a magnetic strip.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a code.

214. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an on line shopping product code.

5 215. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a home shopping product code.

216. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises an online shopping service code.

217. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a home shopping service code.

218. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an analog pattern.

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219. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a hieroglyphic character.

220. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said programming material comprises
information.

5 221. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said programming material comprises a service.

222. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service comprises accessing a Web page
10 related to an organization printed on said stationery.

223. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service comprises accessing a Web page
related to an individual sending said stationery.

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224. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes displaying promotional
programming on said display unit of said user.

20 225. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes conducting an interaction
with said user via a telephone.

226. (PREVIOUSLY PRESENTED) A system as defined in claim 221 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

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227. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said display unit comprises a personal computer.

10 228. (PREVIOUSLY PRESENTED) A system as defined in claim 227 wherein said personal computer comprises a laptop computer.

229. (PREVIOUSLY PRESENTED) A system as defined in claim 15 168 wherein said display unit comprises a television.

230. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

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231. (PREVIOUSLY PRESENTED) A system as defined in claim 230 wherein said device containing a microprocessor is hand-held.

232. (PREVIOUSLY PRESENTED) A system as defined in claim
230 wherein said device containing a microprocessor is
portable.

5 233. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a personal digital
planner.

234. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said display unit comprises an internet
appliance.

235. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a cellular
15 telephone.

236. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a wireless
communication device.

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237. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a simulated book.

238. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an intelligent
terminal.

5 239. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a web-based
television.

240. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said display unit comprises a pager.

241. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an Internet-enabled
telephone.

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242. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said recognition unit is selected from a group
consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
20 personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

243. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said recognition unit is linked to a personal
computer.

5 244. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said recognition unit is linked to a wireless
interface.

245. (PREVIOUSLY PRESENTED) A system as defined in claim
10 244 wherein said wireless interface comprises a wireless
network.

246. (PREVIOUSLY PRESENTED) A system as defined in claim
245 wherein said wireless network comprises a cellular
15 network.

247. (PREVIOUSLY PRESENTED) A system as defined in claim
244 wherein said wireless interface comprises a cellular
telephone.

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248. (PREVIOUSLY PRESENTED) A system as defined in claim
244 wherein said wireless interface comprises a pager.

249. (PREVIOUSLY PRESENTED) A system as defined in claim
244 wherein said wireless interface comprises a wireless
personal computer.

5 250. (PREVIOUSLY PRESENTED) A system as defined in claim
244 wherein said wireless interface comprises a personal
digital assistant.

251. (PREVIOUSLY PRESENTED) A system as defined in claim
10 242 wherein said feature recognition unit is linked to a
personal digital assistant.

252. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said feature recognition unit is linked to an
15 Internet appliance.

253. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said feature recognition unit is linked to a
television set.

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254. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said feature recognition unit is linked to a
cellular telephone.

255. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said feature recognition unit is linked to a
personal digital assistant.

5 256. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said feature recognition unit comprises a
portion of a remote control.

257. (PREVIOUSLY PRESENTED) A system as defined in claim
10 242 wherein said feature recognition unit comprises a
portion of a handwriting implement.

258. (CURRENTLY AMENDED) A method of providing a user
access to programming material, comprising the steps of:

15 printing a machine recognizable feature within a
 printed ~~stationary~~stationery;
 scanning said machine recognizable feature of said
 ~~printed stationary~~stationery; and
 transmitting data associated with said machine
20 recognizable feature via a communication link to
 access said programming material, wherein said
 programming material is related to said ~~printed~~
 ~~stationary~~stationery.

259. (PREVIOUSLY PRESENTED) The method of claim 258 wherein said communication link includes the Internet.

260. (PREVIOUSLY PRESENTED) The method of claim 258 wherein
5 said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark,
10 series of alphanumeric characters, binary code, magnetic strip, code, analog pattern, and hieroglyphic character.

261. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with
15 a printed ~~stationary~~stationery, comprising the steps of:

printing a machine recognizable feature within said
~~printed stationary~~stationery wherein said machine recognizable feature has associated therewith a command sequence for accessing programming
20 material;

scanning said machine recognizable feature within said
~~printed stationary~~stationery and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote
server; and
transmitting said programming material to said user
allowing said user to perceive said programming
5 material in a humanly perceivable form, wherein
said program material is related to said ~~printed~~
~~stationary~~stationery.

262. (PREVIOUSLY PRESENTED) The method of claim 261 wherein
10 said programming material comprises multimedia.

263. (PREVIOUSLY PRESENTED) The method of claim 263 wherein
said machine recognizable feature is selected from a group
consisting of bar code, universal product code, invisible
15 bar code, magnetic code, printed character, symbol,
invisible indicia, two-dimensional figure, icon, invisible
icon, watermark, invisible watermark, digital watermark,
series of alphanumeric, characters binary code, magnetic
strip, code, analog pattern, and hieroglyphic character.